Project Plan: “Marine Guardians: Awareness and Action for Life Below Water”

Grade: 6th

Subject: Innovation Curriculum

UN SDG Focus: Life Below Water (SDG 14)

Objective:

To raise awareness within the school community about marine conservation and take practical steps to reduce pollution in local waterways, thereby protecting marine ecosystems.

Duration:

2 Months

Phase 1: Research and Planning (Week 1-2)

1. Research Marine Conservation Issues:

• Gain a deeper understanding of issues like plastic pollution, endangered species, and climate change effects on oceans.

• Identify a local waterway connected to the broader marine ecosystem.

2. Identify Key Stakeholders:

• Reach out to teachers, local environmental groups, or community leaders who can support and guide your project.

3. Select Project Components:

• Awareness Campaign: Educate your school about marine conservation.

• Local Waterway Cleanup: Organize a hands-on cleanup event.

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• Upcycled Marine Art Installation: Create awareness through art made from recycled materials.

Phase 2: Execution (Week 3-6)

1. Organize a School Awareness Campaign (Week 3):

• Educational Materials: Design posters, infographics, and flyers about marine conservation.

• Social Media Push: Run a social media campaign to engage peers.

• Presentations: Conduct presentations or show an educational video during school assemblies or in classrooms.

2. Plan and Execute the Local Waterway Cleanup (Week 4-5):

• Volunteer Recruitment: Get classmates and friends involved.

• Supplies: Gather trash bags and gloves for the cleanup.

• Cleanup Day: Document the types and amounts of waste collected.

• Data Collection: Use this data for your final report.

3. Create an Upcycled Marine Art Installation (Week 6):

• Collect Materials: Use waste from the cleanup for your art.

• Design and Display: Create a marine-themed artwork and display it in your school with a message about its importance.

Phase 3: Reporting and Reflection (Week 7-8)

1. Final Report:

• Summarize Activities: Write a detailed report about your project.

• Include Visuals: Add photos, videos, and data from your activities.

• Reflect: Discuss what you learned and how the project impacted your understanding of marine conservation.

2. School Presentation:

• Present Your Work: Share your project with classmates and teachers, using your report and visual aids.

• Engage the Audience: Hold a Q&A session to encourage further interest.

3. Follow-Up Actions:

• Suggest ways for the school to continue marine conservation efforts.

Budget Overview:

• Printing Costs: 200 rupees

• Cleanup Supplies: 500 rupees

• Art Supplies: 300 ruppes

• Total Estimated Cost: 1 thousand rupees

Plan 2

Alternative Project Plan: “Eco-Friendly Product Creation for Marine Conservation Awareness”

Objective:

To design, create, and market an eco-friendly product that raises awareness about marine conservation and supports the reduction of marine pollution.

Duration:

2 Months

Phase 1: Research and Planning (Week 1-2)

1. Identify Product Idea:

• Brainstorm ideas for a product that can be made from eco-friendly or recycled materials.

• Consider products like reusable bags, water bottles, or keychains with marine conservation messages.

2. Research Material Sources:

• Identify where you can source eco-friendly materials within your budget. This could include recycled fabric, biodegradable materials, or upcycled waste.

• Explore local markets, online stores, or school resources.

3. Design Product:

• Create sketches and prototypes of your product.

• Get feedback from teachers or peers to refine the design.

Phase 2: Production and Marketing (Week 3-6)

1. Product Creation:

• Begin making your product using the selected materials. If possible, involve classmates in the production process (if needed).

• Ensure that the production process is cost-effective and sustainable.

2. Packaging and Branding:

• Design eco-friendly packaging that aligns with your marine conservation theme.

• Create a brand name and logo that reflects the purpose of your product.

3. Marketing Campaign:

• Develop a marketing strategy to sell your product within the school or community.

• Use posters, social media, and word-of-mouth to promote your product.

• Highlight how purchasing the product contributes to marine conservation efforts.

Phase 3: Sales and Reflection (Week 7-8)

1. Sales Execution:

• Set up a stall at school events or during recess to sell your product.

• Offer an educational pitch about marine conservation with each sale.

2. Impact Measurement:

• Track the number of products sold and calculate the total revenue.

• Reflect on how the sales and awareness efforts have contributed to marine conservation.

3. Final Report and Presentation:

• Prepare a report summarizing the project, including product development, sales, and lessons learned.

• Present your product and findings to your class, explaining the impact of your work on marine conservation.

Budget Overview (In INR):

• Material Costs: ₹1,000 - ₹2,000 (depending on the product)

• Packaging and Branding: ₹500 - ₹1,000

• Marketing Costs: ₹500 - ₹1,000

• Total Estimated Cost: ₹2,000 - ₹4,000

This plan provides you with a practical and creative approach to contributing to marine conservation while also developing valuable skills in product design and entrepreneurship.